



## COLLEGE RADIO CORPORATION

Newsletter

XX

May 1st, 1955

REVISED COPY OF NATIONAL ADVERTISING INSTRUCTIONAL HANDBOOK is sent herewith to all stations. Please be sure the station officers are familiar with all aspects of this handbook, as efficient handling of your national advertising accounts is very important in securing renewals of current contracts and in inducing new advertisers to buy time on your station. Covered in the handbook are such items as how national advertising contracts are placed, how to schedule make-goods for programs you miss, how and when affidavits of broadcast are to be submitted, what to do if you fail to receive commercial copy, and so on. While we hope you will find every aspect of national account administration described in the handbook, we urge you to write about any questions you may have which are not answered in the booklet.

If you desire an additional copy of the handbook for your station, it may be had on request.

Third and final program entry for the BEST NEWSCAST CONTEST must be submitted immediately by any station carrying Lucky Strike newscasts and desiring to participate in the contest. Program should be taped off the air during April and mailed to CRC no later than May 5th. Please make your recording at 7 $\frac{1}{2}$  i.p.s. Programs submitted will not be returned, but tapes will be replaced on receipt by CRC. Please try to submit full reels, to insure prompt replacement of your tape. When short reels are submitted, you may have to wait until your program has been judged so that the same short reel you submitted can be sent back to you.

All programs submitted to date have been replaced with substitute tapes mailed to stations. If your station submitted an entry but failed to receive a replacement tape, let us know before May 15th.

SURVEYS distributed to most stations to be conducted during April are due. A few stations' reports are not in. Both Lucky Strike and Old Gold have definitely stated they will not consider renewal on stations whose survey reports are not in by May 10th. If yours is one of the delinquent stations, get that survey report in the mail to us now.

Please be sure the QUESTIONNAIRE distributed with this newsletter is returned promptly. The home address of the station manager is of particular importance in that it will be used for any necessary correspondence over the summer, so be doubly sure this information is accurate.

Any station which has failed to return the poster placement report covering Luckies program posters will find a report form enclosed. It should be completed and mailed to CRC promptly.



AFFIDAVITS for April: we remind you to be sure to explain as you submit April affidavits if any ordered programs or announcements were omitted due to vacation. And, strive for neatness in the affidavits you provide. "Strikeovers" and erasures will not be accepted by sponsors. In the event you make an error, line it through, make the correction, and initial it. Remembering this point may save returning an affidavit form which contains strikeovers or other unacceptable errors.

Almost all Luckies stations are now using the proper rotational schedule for the new Luckies commercials. A few stations are not. Be sure to follow the instructions found at the bottom of the program formats in scheduling commercials.

COLUMBIA RECORDS PLAN. Stations which subscribed to the Columbia records plan should by now have received initial record shipments. If your station applied for the plan but failed to receive the records, or if any records arrived in damaged condition, or if you received the wrong records, please advise us immediately so corrective steps can be taken.

Do you need DROODLES sheets? Lucky Strike stations should be sure to let us know if they can use more blanks for this continuing contest - with the cash prizes. Just a note included with your affidavits will be word enough. The response has been very spotty - and it is evident that some stations have not taken the time to place the blanks where they can be picked up by large numbers of students.

PUBLICITY ITEMS from a great many schools have begun to fill our files in the manner we told you was necessary for our campaigns. Please continue to send in articles from your papers and other examples of publicity for your station and its sponsors.

AFFIDAVITS RECEIVED AFTER THE 10th of the MONTH ARE L A T E .....